

# ● Microlog's Exciting Vision Leads to an INNOVATIVE LINE OF PRODUCTS

If a willingness to change and grow are key to future success then Microlog Corporation is right on track as it expands its interactive communications business. In response to customer demand and the changing customer contact center environment, Microlog has developed a new vision of its product line. This vision offers a comprehensive, open, and standards-based contact center solution to address the changing needs of business.

The trend among customers to contact businesses by multiple communications media – phone, web, e-mail, fax, and hard copy mail – while requiring the same types of transactions and queries, has transformed the traditional call center into a customer contact center and strategic information hub for business. Traditional call centers will be transformed into customer contact centers, designed to provide more personal service to all customers. With the rollout of a family of innovative open solutions called uniQue™, Microlog demonstrates its strategic commitment to supporting its clients into the next century.

Research shows that the cross-industry call center opportunity is growing at 20 percent compound annual growth rate (CAGR) compared to 10 percent CAGR for the traditional IVR business.

With Microlog's interactive communications skills, multiple channels, and technologies, the Company is in a position to provide integrated offerings and services required by the modern customer contact center.

Microlog product developers, marketing gurus, and anyone connected with the launch know they have a winner on their hands with the uniQue family. It's easy to see why.

The uniQue family facilitates multiple-media communications and unified queuing. Call center managers will be able to prioritize and track responses to all inquiries, regardless of whether they enter the system as voice over a telephone, as a web message, fax, or hard copy mail. Now, contact centers handle each media separately, which means they are not benefiting from skill synergies and uniform management. The uniQue family will also reduce person-

nel expenses, because the staff will be more productive in answering customer queries. Development on the servers will be based on C++ and on Java or the client software. At the same time, portability to many operating systems platforms will be preserved because of the clever architecture, object-oriented design, and cross-platform language selection.

Microlog pledges to work openly and cooperatively with all major switch and ACD vendors to integrate voice with other media types through computer telephone integration (CTI). "We have a lot of experience integrating different switches and existing host systems.

Our strength in this area is in great demand in this market," says Daley.

Initially, Microlog will provide NT-based server functions and browser-based client functions for the contact center agents.

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Microlog is making sure that companies benefiting most from its innovative solution have every chance to see the new product in action at trade expos and other demonstrations. At the same time, the company is actively working with resellers and partners and is considering several offers to integrate uniQue into other applications. Combining this new business strategy with state-of-the-art tools, Microlog will lead the way supporting its customers in providing more effective contact centers.

"uniQue Agent forms the framework for subsequent products in the uniQue family."



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